Texting has established itself as the most powerful way to communicate. It’s immediate, attention-grabbing, and pretty much everyone owns a phone. Trumpia offers powerful SMS, MMS (picture or video messaging), and cross-channel tools that’ll help you effectively communicate with your entire staff, so no one is left out of the loop.

**Common Uses**

- Circulate important HR announcements such as benefits updates, job openings, or policy changes.
- Send urgent notifications for safety or important alerts for issues like payroll or taxes
- Take votes on employee preferences or yes/no safety check-ins during emergencies
- Automate onboarding messages, birthday and anniversary wishes
- Boost attendance with event reminders
- Schedule and confirm shift hours

Employee Communications
Get everyone on the same page with Trumpia!
What Makes Trumpia Different

Cross-Channel Communications
SMS is the fastest channel for reaching your employees. But by using it in conjunction with other popular communication channels (i.e., email, voice, and mobile app), you can greatly increase your chances of reaching who you want, even if some people don't opt in for texting.

Trumpia conveniently integrates all these channels into a single user interface or an integrated API, putting it all right at your fingertips for greater outreach. Our email-to-SMS feature can even bridge channels by converting emails into text messages.

Automation
Automation saves you both time and energy by carrying out repetitive tasks for you. For example, send birthday wishes and work anniversary announcements on the actual days, without lifting a finger. Trumpia can also carry out more complicated tasks like making sure important memos are read by re-sending to people who didn't open them.

Targeting
Not all messages are meant for everyone. With Smart Targeting, you can ensure every message is relevant to each recipient. So when you need to alert all New York employees on weather-related emergencies, you don't risk alarming employees at your Los Angeles office. Or send policy changes to only those who inquired about the latest insurance benefit changes.

Enterprise Access Control
Each department or manager needs a database of employees, but personal information should be kept private. Trumpia offers sophisticated access control management enabling you to grant privileges for data and features. For instance, the HR department can have different access privileges than those of the corporate finance department, even though they share the same database. Trumpia's user interface can even be customized for each department or user with the appropriate features.
Use Cases

Coca-Cola

The HR department notifies employees about the company’s health benefits program. For example, they receive text messages regarding open enrollment and how to sign up.

US Open Tennis

The US Open’s Chief Umpire Office schedules and alerts their umpires during nationally broadcast competition. Text messaging makes it easy to reach all umpires even when they’re moving across multiple courts.

Cisco Systems Interns

A globally recognized name in networking, Cisco Systems uses Trumpia software to manage intern schedules and notices.

Professor Jon Beaupré of California State University, Los Angeles

Professor Beaupré significantly increases student participation in panel discussions with Trumpia’s text-to-screen feature. Students text in a keyword and then questions, which are displayed on a big screen for panel members to address.